March, 1957

After 100 Years...

The Challenge of The Future...

With the culmination, on February 23, of Architects' Week, proclaimed by Governor Collins and civic administrations throughout the State, the AIA begins its second Hundred Years of Progress. High point of the year's Centennial Observance in Florida will be the 43rd Annual Convention of the FAA, the theme for which will be The Challenge of The Future . . .

THE AMERICAN INSTITUTE OF ARCHITECTS

CENTENNIAL CELEBRATION

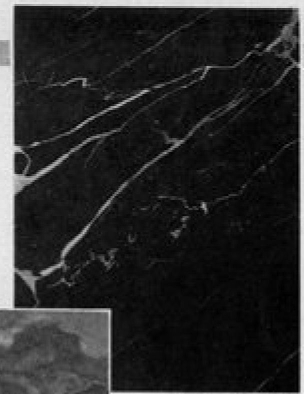
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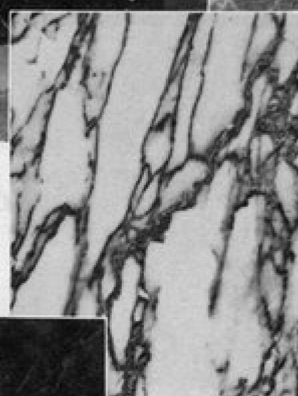
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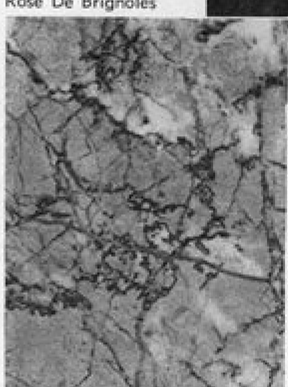


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OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

The Florida Architect

VOLUME 7 — MARCH, 1957 — NUMBER 3

CONTENTS

THE COVER

The AIA's Centennial Celebration seal is by far the best illustration available to suggest how the theme and program of the FAA's coming 43rd Annual Convention at Clearwater has been planned to serve as a climax to this professional anniversary year. The architectural profession undoubtedly has a tremendous future in Florida. Convention time will give an opportunity to define its challenge in practical terms.

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, T. Trip Russell. Editor — Roger W. Sherman.

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The Convention Hall in the Atlanta Biltmore Hotel will be headquarters for the 1957 Conference of the AIA's South Atlantic Region.

1957 Regional Conference

The Place is Atlanta; the Sponsoring Host is the Georgia Chapter, AIA; and the Time is April 4th, 5th and 6th.

Based on the theme "Science, Intuition and Architecture," the 1957 Conference of the South Atlantic Region, AIA, promises to be one of the most elaborate ever held, according to the program planned by the 12-man committee of the Georgia Chapter, sponsor of the 10-chapter meeting. Planned highlights include two cocktail parties, a hospitality night — open house at the homes of host-chapter architects — a series of sightseeing tours and an 8:30 to 2:00 A. M. windup party *"in the real tradition of the Beaux Arts ball,"* complete with prizes for costumes and a midnight supper.

Headquarters for the Conference is the Atlanta Biltmore Hotel Convention Hall. It will be the scene of a full, three-day conclave starting Thursday morning, April 4, with the opening of the Building Products Exhibit at 8:30. Slated for this opening morning are a meeting of the 15 regional Chapter presidents at 9:00 and a 10:30 meeting of the Regional Council at which AIA Director HERBERT C. MILLKEY will preside.

After a luncheon at the Georgia Tech School of Architecture, BERYL PRICE, Chairman of the AIA Committee on Chapter Affairs, will address a general meeting scheduled for 2:00 P. M. This will be the first of only two regional business meetings on the Conference program and will include reports of the ten regional committees chairmen — with JOHN L. R. GRAND (Chapter Affairs) the sole Florida representative. Following will be separate meetings for each regional committee.

Thursday night is the open house, including a buffet supper, to be held at homes of host architects. The Conference committee emphasizes this fact: *"You must be pre-registered to be assured of an invitation"* — which, in view of Georgia's famed hospitality, should be sufficient incentive for individual action througout the region.

Friday will be a day overflowing with food for thought. Its scheduled start is at 8:30 A. M. with a keynote address by WALTER MCQUADE, of New York, which will be followed by talks on "Color and the Human Eye," by HOWARD KETCHEM, "Sound," by ROBERT NEWMAN, and "Environmental Factors and Thermal Comfort," by ELMER R. KAISER. Each talk will be followed by a panel discussion.

At Friday luncheon, to be followed by the second business meeting of the

(Continued on Page 4)

Regional Conference . . .

(Continued from Page 2)

Conference, AIA President LEON CHATELAIN, JR., FAIA, will address the Conference. During the afternoon DR. HOYT L. SHERMAN will conduct a seminar on "Visual Perception," followed by a panel discussion and a summary talk by WALTER MCQUADE. The evening starts with a cocktail party hosted by the Atlanta Chapter of the Producers' Council. It will be followed by a dinner, highlighted by presentation of honor awards by AIA President CHATELAIN.

Saturday morning will be equally as full, according to the present schedule. The Georgia Chapter will be host at a "Continental Breakfast" at 7:45; and at 9:00 WALTER MCQUADE will preside at the theme seminar of the Conference. Four speakers will discuss various aspects of "Science, Intuition and Architecture," including LOUIS KAHN, Philadelphia, I. M. PEI, New York, Psychologist ALBERT H. HASTOFF, and University of Pennsylvania artist-painter LAMAR DODD. What they say will be subject to questions from the floor and discussion by a panel comprising HOWARD KETCHEM, ROBERT L. NEWMAN and DR. HOYT L. SHERMAN.

Various sightseeing-Atlanta tours will be the afternoon's chief activity. And the gala Beaux Arts Ball will be held Saturday evening at the Progressive Club. It will start at 8:30 P.M. will be co-sponsored by the Conference host Chapter and the Student Chapter of the Georgia Tech School of Architecture, and will feature *"a fine orchestra, excellent refreshments and top-flight prizes."* The first prize will be a trip for two to Mexico City —air transportation and hotel accommodations for a week included.

Registration fee of $5.00 for all AIA corporate and associate members includes admission to all conference sessions and permits purchase of tickets to such events as cocktail parties, luncheons and dinners, the Continental Breakfast and the Beaux Arts Ball. Wives of Conference participants are exempted from payment of registration fees. Hotel reservations presumably should be made directly to the Atlanta Biltmore Hotel. Pre-Conference registration — necessary to assure an invitation to the Host Chapter Hospitality Night — should be made through the Conference Committee Registration Chairman, JOHN STEINICHEN, 391 Peeples Street, S. W., Atlanta, Georgia.

Ladies will be invited to attend all programmed events. In addition a special program for them has been planned to include a Thursday afternoon tea at the new galleries of the Atlanta Art Association; and a fashion show, luncheon and theater party on Friday.



Georgia Chapter President Cecil A. Alexander, above, has named Joseph Amisano as General Chairman of the 1957 Regional Conference Committee. Amisano heads an twelve-man group which has virtually completed plans for making the three-day conclave outstanding from every point of view. Ladies' activities, which will play an important part in the program, are in charge of Mrs. John Edwin Wells, of Atlanta.

FAA Directors Will Meet in Orlando

March 16 will be the date of this year's second meeting of the FAA Board of Directors. Following past custom, the meeting will start with a luncheon at 12:30 and will continue through the afternoon. Location is the San Juan Hotel at Orlando. President Wortman is anxious that a full roster of FAA Directors attend.

As now planned, the FAA Board will hold at least four more meetings this year. After March these are scheduled for: June 8, at the Fort Harrison Hotel, Clearwater; August 10, at Tampa; and again at Clearwater just prior to the 43rd FAA Annual Convention in November.

B&G

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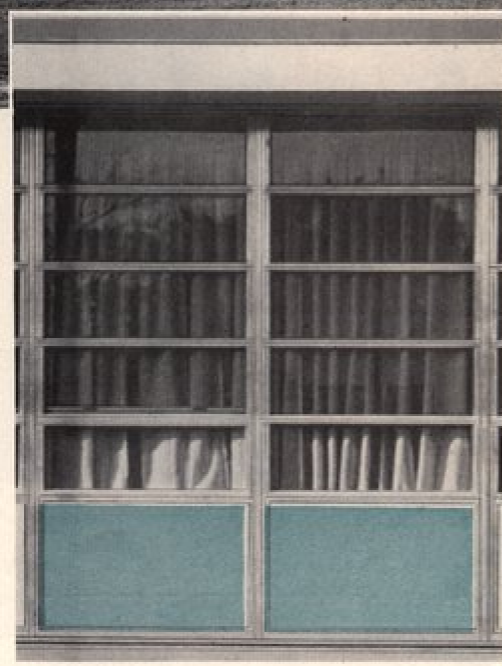
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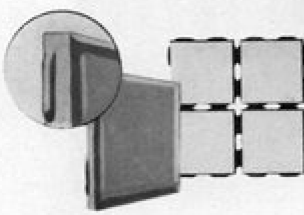
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Residential Is Essential

says FRANK E. WATSON



I've always wanted to write an article on Residential Architecture, mainly because I don't do very much of it. Residential Architecture, that is. Come to think of it, I don't write many articles on the subject either. That makes me an expert, including all the usual wisecracks that go with the term. Or an authority. Or at least qualified enough by this background to ramble at length on the subject.

Over a long period of looking at residences — and brother let me tell you there's nothing more deadly — I have reached a number of conclusions, the least important of which is that it's about time that someone, meaning me, took the time to define the terms that are used in describing these gems, so that we, the Architects, will all be operating under the same Code of Eth. . . . Rules. Let's start with that cluttered mess commonly called the Single Family Residence.

A Single Family Residence — A house built for a family having enough money so they don't have to share expenses — or they live far, far away from their in-laws.

A Two-Family Residence — The same as a Single Family Residence, except that the family does **not** have enough money so they **do** have to share expenses — or their in-laws live in the same town.

A Duplex — By duplicity and cunning a family manages to build a duplicate of their house, opposite hand — so they can quit work and live off the sucker next door.

An Apartment — A living unit with a maximum number of inside rooms, so arranged that there is no privacy between you and your neighbors.

A Co-op — Same as an Apartment except that it costs more. You are stuck with it longer and you get a nice brochure illustrated in four colors.

A Housing Project — This is a real time saver — Tomorrow's Slum Today.

So much for generalities. To be specific, let's define the Basic Parts of House Architecture, so that ever again will there be confusion on this all-important matter.

Front Entrance — This is usually on the side so that you have a choice when entering the House of going to the Living Area, Dining Area, Kitchen, Bedroom or the Bathroom — just in case you want to live a little, eat a little, sleep a little, etcetera.

The Entrance Hall — The space immediately adjacent to the Front Entrance that you have to go through in case you want to live a little, eat a little, sleep a little, etcetera, etcetera, etcetera.

The Foyer — The same as the Entrance Hall except that it is usually on an upper floor — why I will never know.

A Breezeway — An open space between two wings of a house located so that the prevailing breeze can blow through it so that it will not go through the House. Only if the orientation is right, however.

A Patio — Same as a Breezeway — but the two open sides are enclosed to keep the breeze out, so that it can go through the house. A house without one of these is just not there that's all!

A Screened Patio — The same as a Patio, except that the sides and top are covered with screening. The purpose? To keep the insects that are already in the house — in!

A Lanai — Same as a Screened Patio, except that the Architect spent the Winter in Hawaii.

A Florida Room — Same as a Lanai, except that the Architect couldn't afford to go to Hawaii.

A Porch — The same as a Florida Room, except that the bids came in too high and the walls had to be omitted.

A Terrace — Same as a Porch, except that we had to cut some more — No Roof!

A Carport — Part of the Terrace. The owner found money in

(Continued on Page 8)

Residential Is Essential . . .

(Continued from Page 7)

his budget for a canvas awning to cover the car.

A Garage — Same as a Carport except a door and some jalousies have been added so that we can take care of an occasional pest — I mean guest — for the Winter.

A Breezeway — The same as a Garage except that it is an open space to let the breeze blow through so that it will . . . well, well, back to that again! (See above).

To sum it all up we have the — Multi - Purpose Room. This is the catch all, a combination of all the foregoing where we all can live a little, relax a little, eat a little, sleep a little, recreate a little, etcetera, etcetera, etectera.

Now for some culture.

Let us review the **Residential Styles of Architecture as Presently Practiced** (or is it practised?).

First and Foremost:

The Formal or Mediterranean — Coral Gables, Florida, is the natural habitat of this one. Its most outstanding characteristics are the barrel-tile roof and the stucco facade — although it has been known to allow a little stone or brick to creep in for accent. This is considered daring, however, and is frowned upon by the Purists.

Modernistic — No less than five roof levels allowed on the true Modernistic House — also all four facades should be entirely different, both in material and intent. This style had its origin back in the doldrums and is prevalent even to this day, especially in resort areas.

The Ski-Jump — This is a long attenuated box-like House with a monopitch roof extending the full length of the structure, designed to completely fool the neighbors so they will not know which is the front or back. Very important to the occupant, strategically. This is a rare specimen. Examples of this type are hard to come by.

The Bat Wing — A house of parts — two parts — each with a monopitch roof sloping towards the other. A very clever device, I believe, so that all the rain water will collect in one area so that it is easy to locate the leaks.

The Super-droop — This is a residence where the roof overhangs at least three feet. It gives that sense of shelter so necessary in the tropics. The most interesting examples of this type are the ones where the projection is beyond the design strength of the rafters giving that distinctive wavy appearance to the roof line. This must be in great demand, because there are so many droopy ones being built.

The Snub-nose — Similar to the Super-droop except that the roof overhang has been reduced to four inches. This one is cheaper, but it doesn't have that rakish appearance that we have come to associate with the Super-Droop.

The Bird Cage — This is just one big Screen Patio with all the amenities that we expect from ths type of living. This is a house with a minimum of built-in privacy and ideal for a family that wants a sun bath in a hurry.

The Story-and-a-Half, or Split-Level — This is a very popular item and particularly adaptable to a site that has a slope of six inches in the depth of the lot.

The House on Stilts, or Posts, or Piloti — This type is just beginning to catch on in this country, but has been quite popular on the Continent. In this style all habitable areas are placed on an upper level so that the occupants are protected from scorpions, snakes, bill collectors and other friends.

Ranch Type — Any sprawling builder's house on a fifty-foot lot.

Well that clears that up . . .

I hope this lexicon of Residential Architectural Styles and Terms will be received in the same spirit in which it is written. And if it is, I am sure that membership in the I.A.A. (Institute of Architects Anonymous) will be greatly increased.



Transmission in CONCRETE

Concrete — reaches high in the sky!

The new, prestressed concrete poles for the transmission lines of the Florida Power Corporation emphasize dramatically the amazing flexibility of concrete . . . Carrying the high voltage lines that stretch between the St. John's River and DeLand, they will still be in service 50 to 100 years from now.

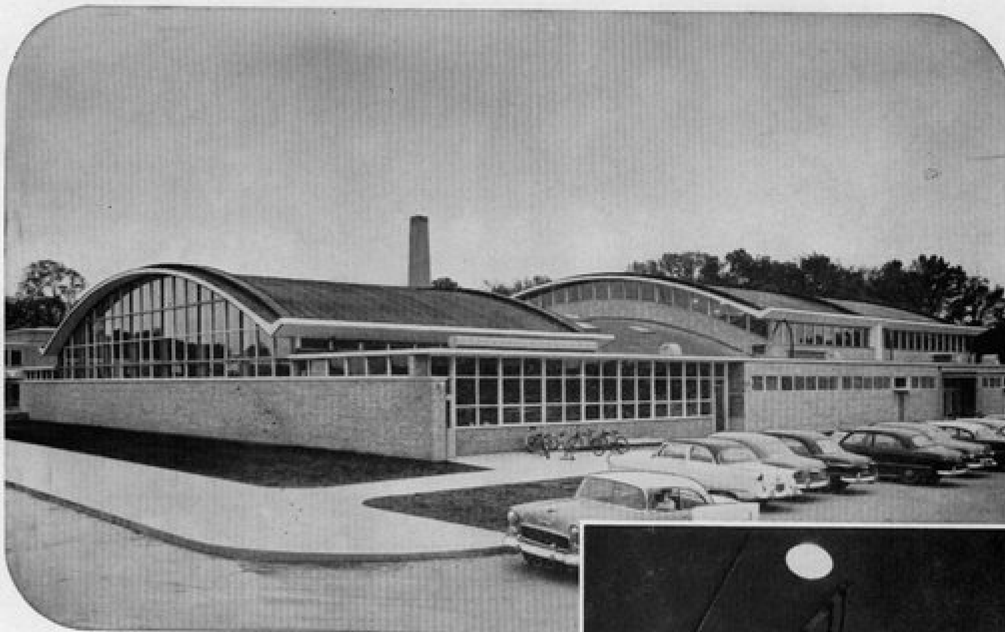
Annual maintenance expense and the high cost of periodical replacement are eliminated — another striking example of the economy of concrete.

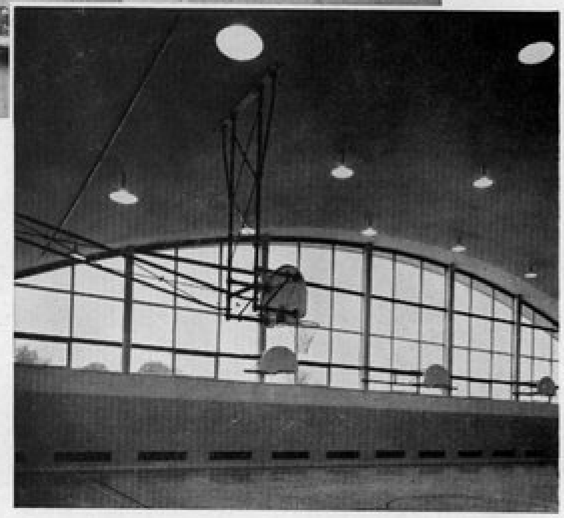
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Design of Edsel Ford High School features distinctive, economical Concrete Shell Roofs

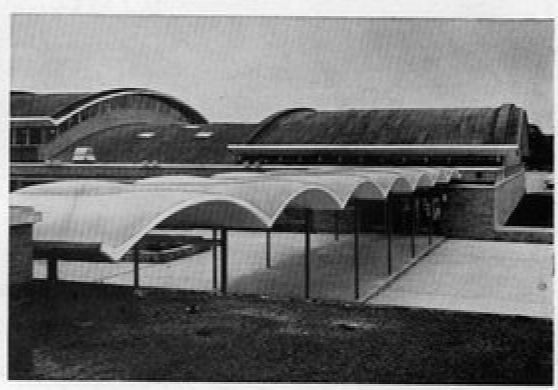
The first concrete shell roofs constructed in Michigan were used in the Edsel Ford High School in Dearborn. Four shell units were built: two over the boys' gym, one over the girls' gym, and a fourth over an intermediate building housing the swimming pool and locker rooms. All four roofs have spans of 100 ft. and identical arches of 121-ft. radius and a rise of 13 ft.

Concrete shell roof construction was selected because (1) it provided unobstructed interiors, (2) it was adaptable to the architectural design and (3) it was economical to build.

Concrete shell roof construction is gaining rapidly in popularity with architects and engineers for buildings requiring large unobstructed floor areas. Roofs with spans up to 300 ft. and more can be built without interior columns. They are ideal for auditoriums, exhibit halls, hangars, train sheds, repair shops and warehouses.

Concrete shell roofs are economical to build, need little or no maintenance, have long life and low insurance rates. They are true *low-annual-cost* construction. Write for free illustrated literature. Distributed only in the United States and Canada.

Large photo shows completed structure. Girls' gym is in foreground, boys' gym in rear. Depressed roof between gyms covers swimming pool and locker rooms. Small photo above shows clean, unobstructed interior in boys' gym. Photo below shows how shell roof design was repeated in roof over walk connecting gymnasium wing with auditorium. Architect, Eberle M. Smith Associates, Inc.; engineer, Alfred Zweig; contractor, O. W. Burke Construction Co. All are from Detroit.



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THE ART OF VISUALIZATION . . . .

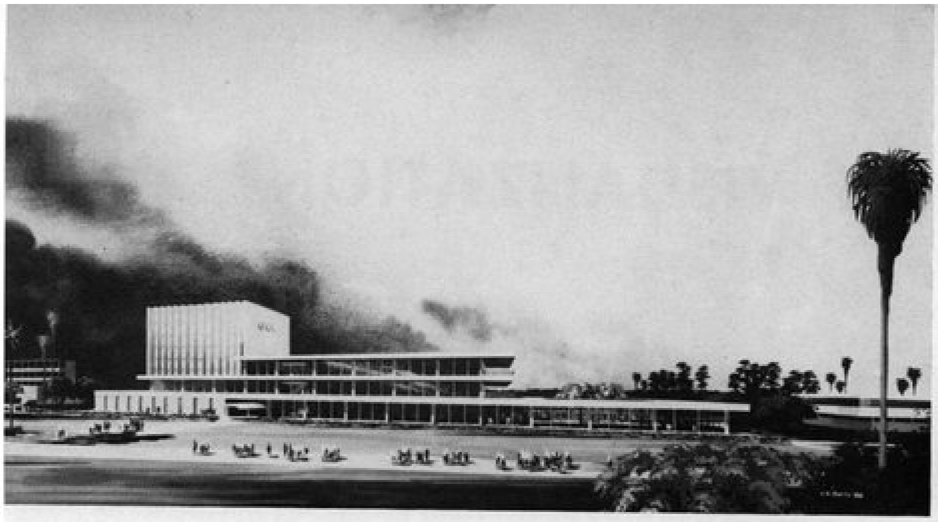
From the days of Piranesi, architectural renderings have been a bridge of visual communication between a designer and his patron, an architect and his client. Today, in an area of expanding technology and architectural creativeness, the art of visualization is more than ever an important one.

Last month, at the Georgia Tech School of Architecture, one of that art's acknowledged masters exhibited sixteen examples of his work, seven of which are shown on this and the following two pages. He is JOSEPH NEWTON SMITH, III, of Miami; and the exhibition of his work was part of Georgia Tech's Architectural School program of stimulating students' ability to draw.

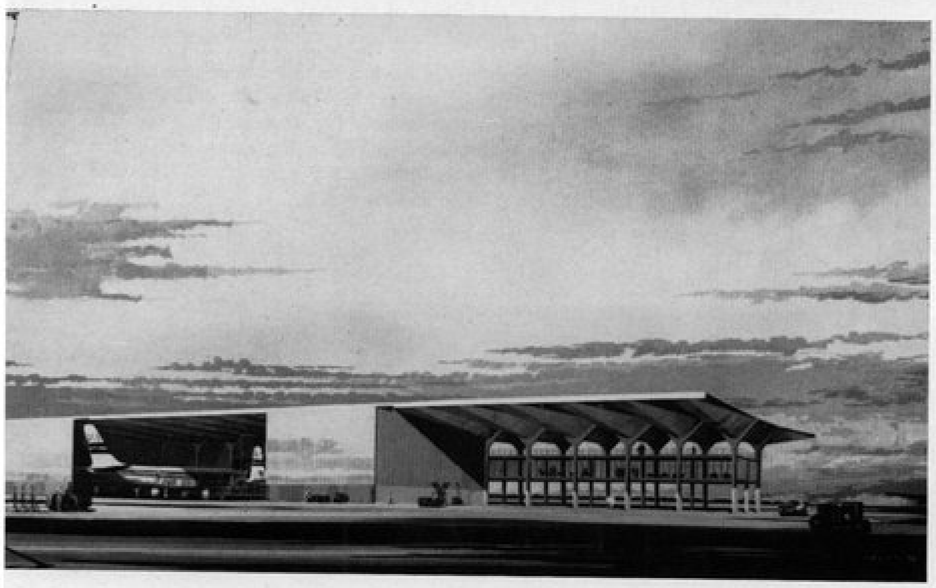
It is certain that the Smith exhibition provided both example and inspiration to its viewers. It was created by an architect who has specialized in the pictorial phase of his profession so successfully that in 1954 he was awarded a Special Commendation for Rendering from the FAA—and in the same year was formally recognized as the nation's top architectural delineator through the Birch Burdette Long Memorial Award.

Study for Miami's Dodge Island Port Development, for which Weed, Russell, Johnson, Associates are architects and engineers. The original drawing measures 30 by 40 inches.





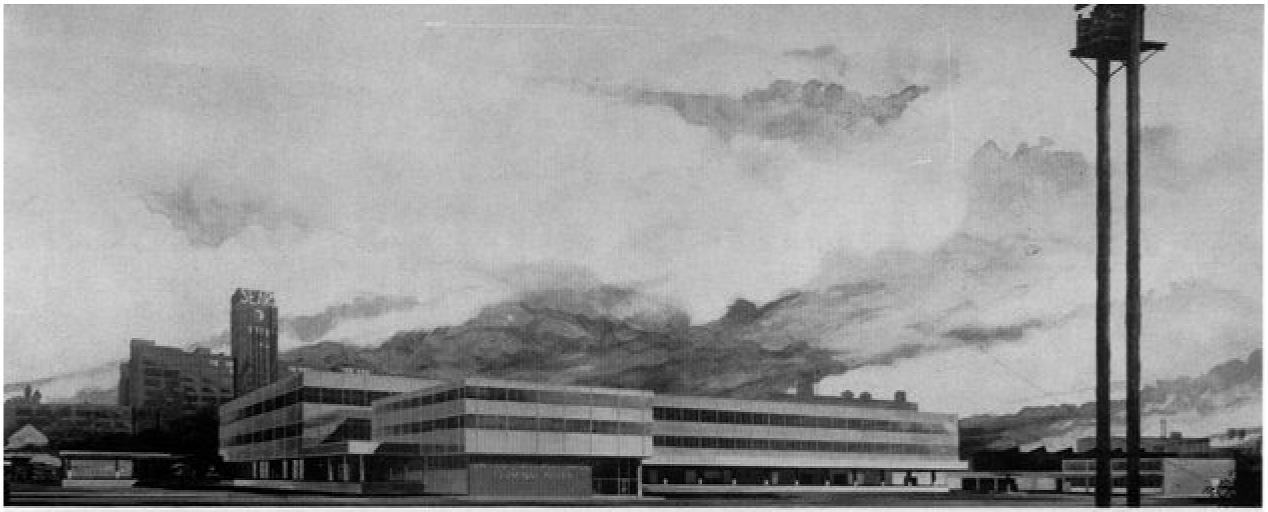
This proposed 1,000,000-volume library for the University of Miami was designed by Watson and Deutschman, architects and engineers, with whom Joseph N. Smith was formerly associated. The original rendering measured 20 by 40 inches.



Measuring 20 by 34 inches in the original, this rendering shows the maintenance hangar for National Airlines as designed with a folded plate concrete structure by Weed, Russell, Johnson, Associates. The building is now in process of construction.



Resort Hotel for the Caribbean, designed by Watson & Deutschman. Proposed for construction on a cliff, this is the oceanside view embodying banquet hall, casino and cabanas. The original drawing measured 25 by 36 inches.



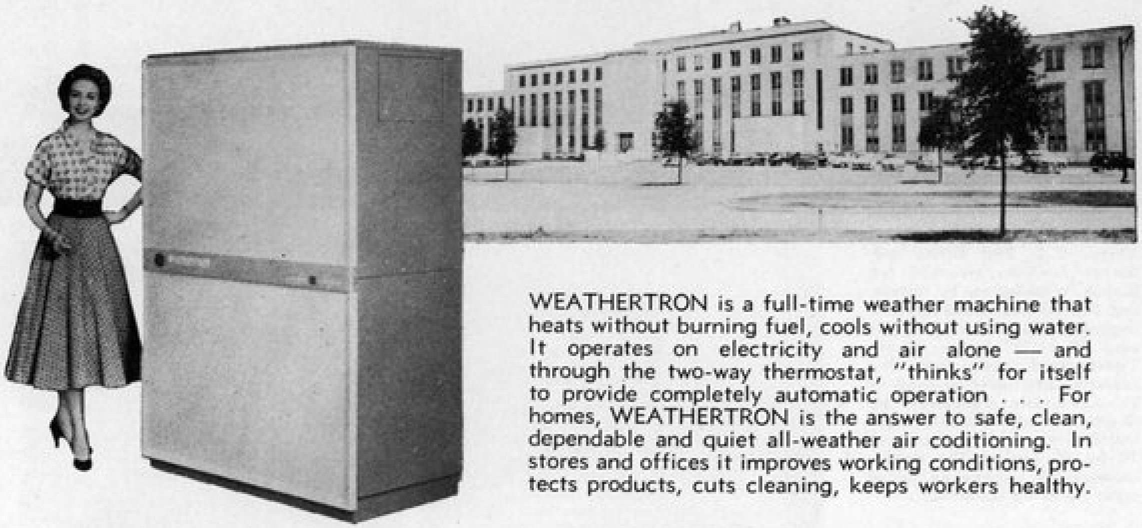
Above, U. S. Post Office and Garage facilities proposed for Seattle, Washington, by Watson and Deutschman, architects and engineers. This drawing measured 20 by 40 inches. Right: Twenty-story, ocean-front co-operative apartment building in Ft. Lauderdale designed by Charles F. McKirahan, the original drawing of which measured 30 by 40 inches. The design incorporates extensive under ground parking facilities.



This parking garage, designed for a Miami Beach location by Watson and Deutschman is a four-level structure, faced with precast concrete wall panels. The rendering, measuring 20 by 34 inches, is considered by the artist as one of his best and won for him the Birch Burdette Long award.



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Chapter Officers and Committees for '57

Material on this and the following pages lists Committee Chairmen for all standing and special committees of all Florida's ten AIA Chapters. Note that in smaller Chapters, many committee functions are grouped under a single heading. Customarily, work on various phases of such combined committees is assigned to individual committee members.

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Centennial Year Observance, Franklin O. Adams, Jr., FAIA.
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(Continued on Page 17)

(Continued from Page 16)
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Scholarship & Student Loan: Edwin T. Reeder
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The AIA Revises Its P-R Program

Henry J. Kauffman & Associates, the AIA's new P/R counsel, reports on seven P/R "problems" and lists the objectives of a program looking toward their solution . . .

As of January 1st, the AIA, through its national headquarters, retained the firm of HENRY J. KAUFFMAN & ASSOCIATES, of Washington, D.C., as public relations counsel in place of KETCHUM, INC., the Pittsburgh, Pa., firm which held that position for the last two years. In mid-January the new counsel's account executive, ROBERT R. DENNY, rendered the first report of his firm's work to the steering committee on public relations of the AIA. That report has now been released by AIA Executive Director EDMUND L. PURVES, accompanied by a statement of the AIA committee.

This committee, headed by JOHN W. ROOT, of Chicago, reports that it is "*extremely pleased and impressed with the activities of counsel to date*". Its statement stressed the current importance of the AIA's Centennial Observance program and indicated that the new P/R Counsel's general program would necessarily be deferred until after the AIA's Centennial Convention in May.

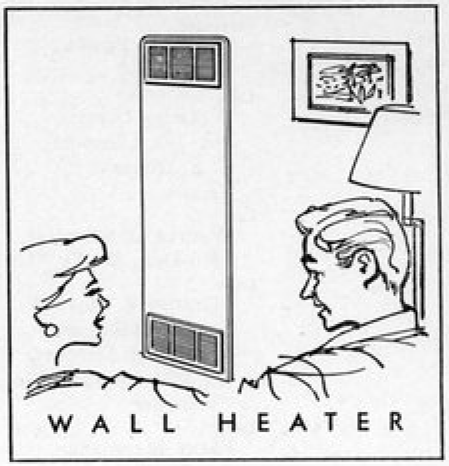
However, a careful reading of Mr. Denny's report — even the abridged version released by the AIA — suggests that P/R activities will be generally focussed on attempting to solve a number of problems isolated as conclusions drawn from a 13-city survey by the Kauffman firm. The report lists these problems in two categories — problems of "external" public relations and those involving what is called the "internal field".

In the first category the report named four as presumably the basis for concentrated P/R activity. They are: 1 . . . *The threat of the package dealer* — notably "certain commercial groups" operating in the field of prefabricated buildings; 2 . . . *Professional competence* — the unfortunate fact that the public is not generally aware of the function and skills of the architect or "of his merit in terms of economic worth to the community"; 3 . . . *Government encroachment* — the tendency toward establishment of architectural bureaus on the local level; and 4 . . . *Limitation of Design* — resulting from the policies of such bureaus and from "the caution and reluctance of business interests and investors to place their faith in architectural advice".

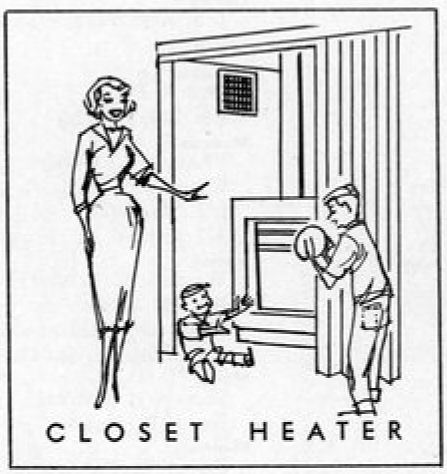
P/R counsel's report listed three problems under the heading of the "internal" category: 1 . . . *Lack of orientation of the architect, in many cases, with the wants and needs of his community* — with a resulting void currently being filled with commercial interests and package dealers; 2 . . . *Lack of effective communication between AIA and its members*—stated primarily as failure of AIA members to "appreciate the extent of the work performed and accomplishments realized by the AIA committees, officers

(Continued on Page 28)

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News & Notes

Centennial Anniversary Is Observed by Three Chapters

Of Florida's ten AIA Chapters, Palm Beach, Florida North and Florida Central are known to have ceremoniously observed the 100th Anniversary of the AIA, Saturday, February 23. Each Chapter event was marked by substantial gatherings and after-dinner speeches stressing the implications of the AIA's anniversary year theme, "A New Century Beckons".

In Gainesville, nearly 80 people — chapter members, their wives, and local honor guests — filled the dining room of the U/F Student Activities Building at a luncheon to hear Dean TURPIN C. BANNISTER, FAIA, sketch the background of architects' professional organizations and comment on the particularly rapid and strong growth of the AIA nationally and in Florida. Chapter President ARTHUR LEE CAMPBELL presided at the meeting; and WILLIAM F. BREIDENBACH introduced Dean Bannister as a former classmate at Columbia University. Among his audience, and seated appropriately as an honored guest at the speaker's table was MRS. RUDOLPH WEAVER, widow of the man who, in 1925, established a college of architecture at the University of Florida and served as its dean until his death.



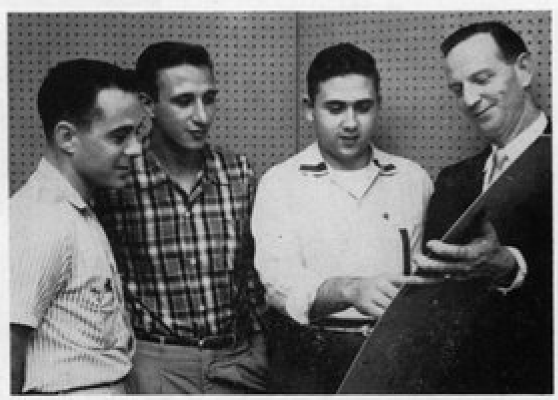
RECEPTION FOR BANNISTER — Turpin C. Bannister, FAIA, new dean of the College of Architecture and Fine Arts at the University of Florida, met about 250 citizens of the Gainesville area during a reception given in his honor at the Hotel Thomas in Gainesville Sunday afternoon, February 17. The Florida North Chapter sponsored the affair as starting Gainesville's Centennial Week Celebration. With Dean Bannister (center) are Arthur Lee Campbell, president of the Florida North Chapter, left, and Sanford W. Goin, FAIA.

The Polo Club at West Palm Beach was the scene of the Palm Beach Chapter Celebration. It was a cocktail and dinner affair attended by more than 80, including many civic notables of the Palm Beach area — among them the architect-mayor of West Palm Beach, Hon. MAURICE E. HOLLEY. The program included a short comment by Chapter president HILLIARD T. SMITH on the Chapter's plans for remainder of the Centennial year and a brief address by FAA President EDGAR S. WORTMAN on the background and rapid current growth of the FAA. The main speaker was C. HERRICK HAMMOND, FAIA, formerly (1928-30) president of the AIA. Speaking without script, Mr. Ham-

(Continued on Page 24)

Winners of U-F Architectural Student Competition





Awards in two design competitions for U/F architectural students were presented at Gainesville February 12th by officials of the Florida State Conference of the Bricklayers, Masons and Plasterers' International Union, sponsors of the competitions. Left is T. D. Harris, secretary-treasurer of the organization and, left to right, students W. W. Baggesen, Jr., Miami, first prize; B. G. McIntyre, Jacksonville, second prize, and P. L. Hawes, Miami, third prize. Prizes for the other competition were presented by O. G. Dedmon, right, BMPIU state conference vice-president. Students are, left to right: G. P. Rice, Treasure Island, third prize; Pat Sanabria, Queens, N. Y., second prize, and P. J. Araneo, Jacksonville, first prize.

News & Notes

(Continued from Page 23)

mond gave his listeners a wealth of remeniscence, tracing his contact with the development of the AIA since the first convention he attended in 1911.

Largest and most elaborate of the three ceremonial conclaves was that of the Florida Central Chapter. It was planned as an all-day, special meeting of the Chapter's Executive Committee and membership and was climaxed by a cocktail party and buffet dinner at the Tampa Terrace Hotel. The dinner was attended by more than 150, including a host of civic notables from Tampa, St. Petersburg, Clearwater and Sarasota. Among the visitors was J. DAVID McVOY of Gainesville, representing Dean TURPIN C. BANNISTER, FAIA, and the faculty of the U/F College of Architecture and Fine Arts.

Special honor guest and main speaker of the evening was THOMAS H. CREIGHTON, editor of *Progressive Architecture*. His speech was provocative of both personal and professional interest and will be printed in these pages for the benefit of the entire FAA membership.

The Centennial meeting started at 10:00 a.m. when the executive committee met in the newly-completed Tampa Chamber of Commerce building. Luncheon for the Committee was followed by a technical forum on prestressed concrete moderated by JOSEPH RUSSELLO and highlighted by movies

(Continued on Page 26)



1957 Florida South Chapter officers, above, are, left to right: FAA Director Verner Johnson; Wahl Snyder, president, Irvin Korach, vice-president, and T. Trip Russell, chapter director who was 1956 president.



In Jacksonville, 1957 Chapter officials, right, are, standing, left to right, Thomas E. Ewart, Jr., treasurer, and Albert R. Broadfoot, Jr., secretary. Seated are: Robert C. Broward, vice-president, and A. Eugene Cellar, president.

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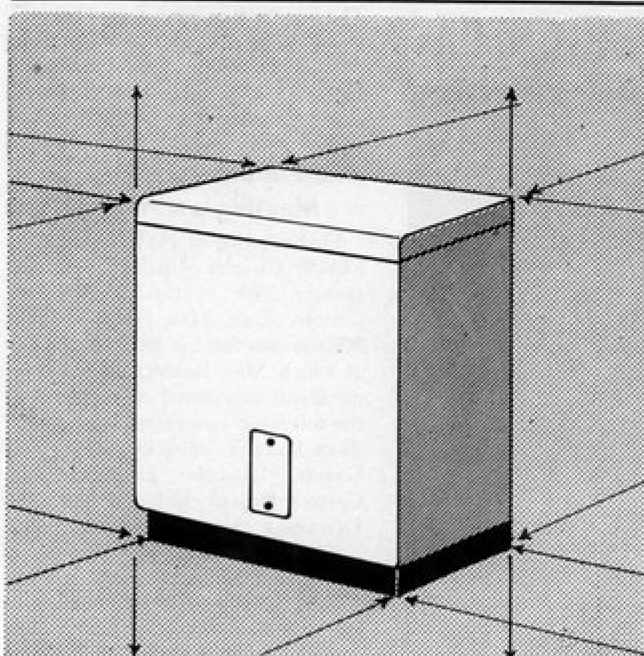
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News & Notes

(Continued from Page 24)

and talks by LLOYD HILL, research engineer of the John A. Roebling & Sons Co. and PAUL S. GILLAN, chief engineer of the Florida Prestressed Concrete company.

The Chapter's business session was held at mid-afternoon. Attendance was about 80; and Chapter rolls were increased by admission of six new corporate members and a large group of associates — among them ELIZABETH B. WATERS and CORA L. WELLS, as the Chapter's first women members.

Among other reports, the P/R committee chairman, ELLIOT B. HADLEY, noted that Chapter plans for a speakers' bureau had been completed and that a roster of 16 (each on a volunteer basis) was now available for speaking engagements in various communities of the chapter area.

The Chapter Auxilliary held its meeting in the afternoon. It was highlighted by a showing of the film "Architecture, USA" and a discussion of plans for active Auxilliary participation in the 43rd FAA Convention.

Following a recently-developed custom, an all-day exhibit had been set up as part of the meeting program. The committee, headed by MARK G. HAMPTON had assembled an excellent "Art in Architecture" exhibit to show the work of Florida craft artists in fabrics, wood and ceramics.

Mid-Florida Auxiliary Meeting at Winter Park

First meeting of 1957 for the Mid-Florida Chapter Auxiliary was held January 24th at the Winter Park Country Club. MRS. JAMES GAMBLE ROGERS was hostess for the meeting at which MRS. ROBERT B. MURPHY, president, announced appointment of the following committee heads: MRS. ALEX HATTON, publicity; MRS. JAMES GAMBLE ROGERS, program; MRS. GEORGE BAGLEY, historian; and MRS. LAWRENCE ANGLIN, parliamentarian.

The program was in keeping with the current aim of the new auxiliary to educate its membership concerning the AIA. MRS. RICHARD BOONE ROGERS gave a brief report of the FAA 42nd Annual Convention at Miami Beach. MRS. ROBERT B. MURPHY presented an introductory report on the development and ideals of the AIA; and MRS. HUGO BROLEMAN ably

News & Notes

(*Continued from Page 26*)

sketched the history of the Octagon, national AIA headquarters in Washington, D.C., and displayed pictures of that historic structure. Concluding the program, Mrs. Rogers showed a collection of books, brochures and magazines of special interest to women whose husbands are engaged in the professional practice of architecture.

Plans Promise Tip-Top Convention for 1957

This year's FAA Convention, slated for November 7, 8 and 9 as the State organization's 43rd Annual conclave, was the subject of a day-long committee meeting held February 8 in the Fort Harrison Hotel at Clearwater. Purpose, according to ROBERT H. LEVISON of Clearwater — named by Florida Central Chapter president ROLAND W. SELLEW as General Convention Chairman — was to discuss convention policies and to build the framework of a 43rd Annual Convention program which would furnish the basis for what the Florida Central Chapter expects will be "the biggest and best" FAA annual get-together in the organization's history.

Present at the meeting were, besides the chairman, EUGENE H. BEACH, assistant chairman; WILLIAM B. EATON, program; JOSEPH L. COGGAN, publicity; ANTHONY L. PULLARA, awards, ERNEST T. H. BOWEN, II, who, with Pullara, will head up the important task of seeing that the nearly 60 product exhibit booths are filled, and JACK MCCANDLESS, Chapter treasurer, who has been named also as Convention Treasurer and head of the Convention Registration sub-committee. Also present were WILLIAM B. HARVARD and MARK G. HAMPTON who will act as co-chairmen in charge of architectural and student exhibits. The meeting was attended also by Chapter president ROLAND W. SELLEW and ROGER W. SHERMAN, FAA Executive Secretary.

Though many details still remain to be settled, the meeting forged the outline of a dynamic Convention program, geared to the fact that it will occur as a virtual windup of the AIA's Centennial Observance year. Theme, as unanimously accepted by the Committee is "*After 100 years—The Challenge of the Future*". The serious side

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of the Convention program is being built about this theme; and a series of seminar talks and panel discussions will deal with four general phases of Florida's architectural future — in design, in construction, in materials and in planning. As now planned the theme will be keynoted at the Convention's opening day luncheon by a nationally-known speaker. It will be developed in seminars during the two following afternoons; and a brief summation address will highlight the final session at a Saturday luncheon.

The Committee has planned the Clearwater Convention as a full three-day affair, with a ceremonial opening of its Building Products Exhibit at 9:00 A.M. Thursday morning, followed at 10:00 A.M. with the first business session. Business sessions have been planned for each morning of the Convention; but each has been scheduled for only an hour and one-half's duration to give conventioneers plenty of opportunity for viewing the building products exhibit. As at the past two conventions, there will be a free hospitality bar in the exhibit area.

P/R Program . . .

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and staff"; and, 3 . . . *Lack of practical liaison with building industry groups* — primarily a problem "at the field level" where "prime evidence of this is seen in the home-building field" and, in addition, a situation wherein "the architect is losing his contact with the masses which, through membership on school boards, church vestries and building committees, exert a substantial influence upon the practice of architecture."

The report listed three broad objectives toward the end of developing solutions to the problems listed. They are:

"1 . . . *Create public understanding of the architect as a professional person who is of both esthetic and economic worth to his community. Impress upon the public that the architect is an intensely practical person who should be consulted, rather than by-passed, when money matters; emphasize that there are important economic advantages in hiring an archi-*

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P/R Program . . .

(Continued from Page 28)

tect. Only by creating this climate of public opinion can we effectively meet the challenge of the package dealer.

"2 . . . *Maintain and improve professional competence, both as it is demonstrated in individual building design and community development, and as it is engendered in the schools.*

"3 . . . *Improve all lines of communication between the professional society and its members. Make and keep them conscious of what the AIA does and is striving to do for them. Keep all AIA members informed of their society's programs, activities and plans.*"

Though not specifically stated in either Mr. Denny's report or that of the P/R steering committee, the importance of pursuing these objectives actively in the local area of each AIA Chapter was presumably recognized. Mr. Denny touched briefly on the need for "preparing a flow of materials and aid to the chapters"; and the P/R steering committee noted a decision to continue "regional workshop and appearances by public relations counsel" and stated that "preparations for a broadened series of such seminars will be started immediately."

It is probable that every Chapter president and P/R Committee chairman would agree completely with the new AIA P/R Counsel's statement of the problems involved and the objectives of a P/R program looking to their solution. But what is necessarily vital to Chapter officials is the mechanics to be employed to reach the objectives. To them the *what* of a local P/R program is often as clear as crystal from a local point of view. What they need most is help in working out the *how* of such a program.

The steering committee's report indicated that some material prepared by the former P/R counsel as aids for local chapter activities may be continued, though subject to possible revision. This refers especially to the P/R Handbook and Speakers' Aids, a full kit of which has been newly prepared for Centennial celebrations. It was also announced that a new film on architecture is now in preparation by Time, Inc., in cooperation with the AIA. When completed, prints will be distributed to Chapters, free of charge.

··BUILDERS' ROSTER··

Contracting firms listed below have either been recommended by practicing architects in their locality or are trade association members of recognized standing. AGC—Associated General Contractors; FAEC—Florida Association of Electrical Contractors; ACI—Amer. Concrete Institute; NCMA—Natl. Concrete Masonry Assoc.; NRMCA—Natl. Ready-mixed Concrete Assoc.; FCPA—Florida Concrete Products Assoc. C—Person to contact.

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State Board Grants Registrations to 79 Applicants; 26 of Which Are Residents

Seventy-five licenses (including two reinstatements) to practice architecture have been issued since July 1956, according to the office of the Florida State Board of Architecture. Of these, 49 were granted to out-of-state architects. Distribution of these are: New York, 14; Illinois, 6; New Jersey, 4, Georgia, No Carolina and Ohio, 3 each; Alabama, Indiana, Louisiana, Michigan and Pennsylvania, 2 each; and one each from California, Connecticut, Kentucky, Maine, So. Carolina and Tennessee.

Newly registered Florida residents, total 26 and are:

Belleair Beach
John Randal McDonald

Cocoa
Edwin C. A. Bullock

Clearwater
Donald W. McNulty

Daytona Beach
Wm. C. Hardwick

Deland
Arthur F. Deam

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William Henry Peck

Ft. Myers
Robert H. Matts

Gainesville
Fred. Wm. Schlotterlwin
Dexter N. Webb

Jacksonville
Thomas L. Dawsey, Jr.

Leesburg
Leland A. Fisher

Miami
Stephen M. Davis
Milton C. Harry
James W. Junkin, Jr.
Walter J. Stanton

Miami Beach
Abbott Harle

Orlando
Theodore G. Andrew

Sarasota
William H. Kerfoot

St. Petersburg
Richard C. Vogler

Stuart
Paul Wm. Groth
Herbert P. Rosmarin

Tampa
Alfred T. Floyd
Robert J. Robbins
Gene Thompson

Winter Park
John T. Hart

Producers' Council Program

The Producers' Council role in the forthcoming Centennial Convention of the AIA will, appropriately enough, be one of the largest on record. As now planned, the Product Exhibition of this 89th Annual Convention will be held in the Exhibition hall of the Sheraton-Park Hotel in Washington, D.C., where 107 booths will present a comprehensive display of new building products. In at least 23 of the exhibits, displays will have an historical character, indicating the progressive developments of the products shown.

The Products Exhibition will be open for four days during the Centennial Celebration, thus providing each visiting architect ample time for informative visits. This year the exhibits will be staffed by technicians rather than salesmen; and it will therefore be possible for visitors to obtain at first hand answers to a wide range of technical questions.

As in the past, this Product Exhibition is co-sponsored by the AIA and the Producers' Council. The two organizations are also joint sponsors of the Building Products Literature Competition, now a well-established part of the exhibit phase of AIA annual conventions. The 1957 Competition is the ninth of its kind and was originally started in an effort to improve the overall usefulness of manufacturers' product-literature. Officials of both AIA and Producers' Council credit the annual program with materially raising the standards of advertising directed to architects through the professional press as well as catalogs of both a reference and current informational character.

One of the chief purposes of the competition is to encourage manufacturers of building materials and equipment to adopt a more technical approach in preparation of building products literature and advertising intended primarily for architectural audiences. For this reason judgement of all submissions is by a five-member panel of architects. Announcement of the panel and the results of its judgement in the four award classifications of the competition is customarily made during the early part of an AIA Convention program. Award winners will be on display throughout the Centennial Celebration.

The March Informational Meeting of the Miami Chapter of the Producers' Council will be held at the Coral Gables Country Club on Tuesday evening, March 26th. Sponsoring host will be The Anderson Company; and the subject of the meeting will be "Wood Windows with Architectural Appeal".

ADVERTISERS' INDEX

in conference...

Bridge to Understanding



By JAMES K. POWNALL

Chairman, FAA Legislative Committee

I'm going to propose an idea for a program which I hope will find enough favor to be adopted by every one of Florida's ten AIA Chapters. Briefly, it's this: As county and community representatives, our State Legislators should know what architectural services can mean to the progressive development of our State. And the best way for them to get that knowledge is to understand what architectural service is through friendly contact with the professional men whose job it is to provide it.

To some that may smack of politicking. Others might dignify it in terms of improving public relations. Depending on the circumstances and the results, it could be both. But to me it signifies just plain helpful common sense. When you make friends with a man, you can talk to him. And when you can talk to him a lot of misunderstandings can be cleared up and a lot of new understandings created as a result of conversational give and take based on mutual respect and sincerity.

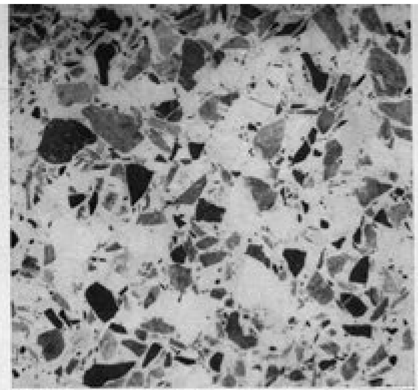
Let's face it. When you elect any man to an office, you change him. You make him your emissary, give him new and varied duties, charge him with unfamiliar responsibilities. And not just you alone. Everybody in your community—including the individuals with axes to grind, groups with a public mission, blocs with private interests. It's understandable, indeed necessary, that our State Representatives become wary of proposals, cautious about committments. Public office burdens any man of conscience with the lonesome responsibility for decision. The only basis on which he can discharge his representative obligations to his community is the basis of facts—an understanding of needs and the means for filling them.

I've always felt that understanding was a two-way street. I don't believe you can get any man to take much interest in your affairs and problems unless you're willing to demonstrate an equally sincere interest in his. In common with most professional men, architects have gained a reputation for living pretty much in a world of their own. They haven't been very vocal about matters outside a pretty narrow professional sphere—particularly with respect to many public questions that concern their legislators. So it's easy to understand why legislators haven't appeared too much interested in them.

This situation can be easily changed, I think. But I also think it's up to the architects to make the first move. As a start, therefore, I suggest that each member of every one of Florida's ten AIA Chapters get to know each State representative in his community and county. It would be an excellent idea for each Chapter to hold a legislators' meeting at least twice a year. Let every local representative be made welcome. Plan a program which will include discussion of mutual interests—and be sure to allow time for plenty of informal questions-and-answers from legislators as well as architects. I'm certain that both groups would be surprised to discover how much solid good would come out of a regular series of such statewide meetings.

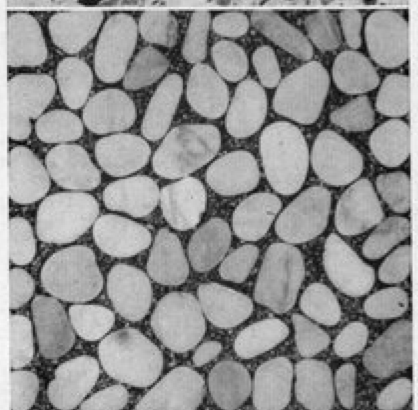
One point relative to this suggestion needs emphatic clarification. This should certainly not be a self-seeking program on the part of the architects—nor a political effort on the part of the legislators. The sole object is to build a bridge of mutual understanding between people who are importantly instrumental in the physical development of their communities and the people who represent those same communities in the State Legislature.

The common ground on which both architects and legislators must surely meet is the safety and welfare of the public which each group serves. Each can improve his service to the public by better knowledge of what the other does. Together they can do even more. And that fact alone is all the justification needed for the immediate development of a friendy understanding between them.



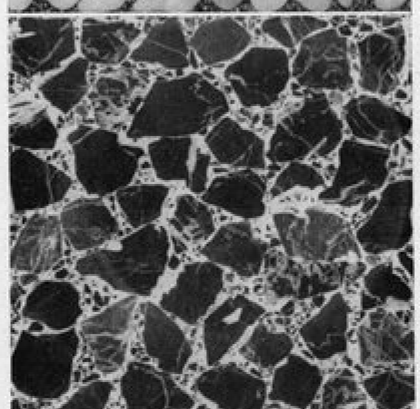
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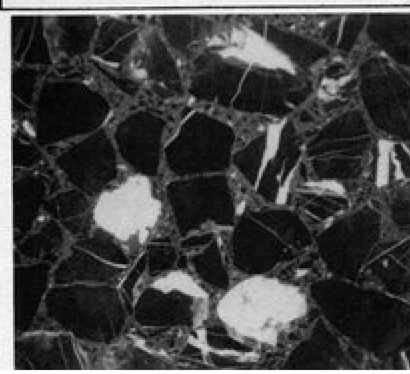
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Convention Headquarters in Clearwater will be the Fort Harrison Hotel — comfort, good food, low prices and every facility for fun. Better get your reservation in early . . . .

43rd ANNUAL FAA CONVENTION

NOVEMBER 7, 8, 9, 1957 — FORT HARRISON HOTEL, CLEARWATER